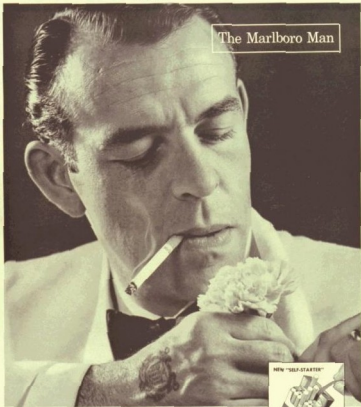


LEO BURNETT COMPANY, Inc.

Ad No. 475-Reg. No. 47155-1 page-Black-8 1/2 x 11 1/2 in.-Playboy, September, 1972 (A)

#475 "White Carnation"

The Marlboro Man



A lot of men... is lot of cigarette

"He gets a lot to like-filter, flavor, flip-top box." The works.

A filter that means business. An easy draw that's all flavor. And the flip-top box that ends crushed cigarettes.

(MADE IN RICHMOND, VIRGINIA FROM A PRIZED RECIPE)



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